Environmental Engineering and Management Journal xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
http://www.eemj.icpm.tuiasi.ro/; http://www.eemj.eu

"Gheorghe Asachi" Technical University of Iasi, Romania

THE EUROPEAN INTEGRATION PROBLEMS OF FORMATION OF THE UKRAINIAN AGRICULTURAL LAND MARKET IN THE CONTEXT OF ENVIRONMENTAL MARKETING

Oksana Drebot*, Nina Palianychko, Natalia Zinovchuk, Oleksander Kovaliv, Olha Hrynyk

Institute of Agroecology and Environmental Management of NAAS,
st. Metrological, 12, 03191, Kyiv, Ukraine

Abstract

This article presents the existing problems of formation and further functioning agricultural land market with current trends in greening agricultural production and changes in the strategic reorientation of undertakings in agricultural markets. In this regard, it was suggested the best marketing strategies for businesses depending on their pricing strategy and evaluated problematic aspects of land reform in Ukraine. Attention is paid to the problems of further European integration of Ukraine in the context of modern land reform. The conditions of the institutional development of land relations in the territory of Ukraine and their influence on the marketing and competitive environment of the farms were evaluated. This aspect requires the assessment of formal and informal institutions. The cause and effect aspects of the transformation processes in the implementation of land reforms in modern Ukraine have been evaluated, taking into account the European integration factor. The approaches to improve the environmental and economic mechanisms of public utility in ensuring sustainable development of agriculture has been proposed. This approach is based on the estimation of the variability of active natural buoyancy in the country with the position of innovative methodology on the basis of comprehensive economic assessment, as well as on the base of historical views of the period of the year of the natural resource-based business.

Key words: agricultural lands, agricultural sector, ecological marketing, institutional economics land market in Ukraine, land reform, European Union

Received: March, 2020; Revised final: May, 2020; Accepted: June, 2020

* Author to whom all correspondence should be addressed: e-mail: vladlaz93@ukr.net